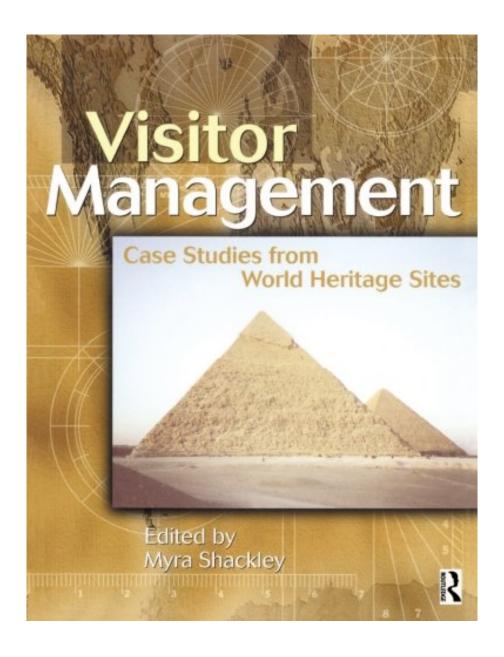


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Cultural World Heritage Sites are extremely attractive to contemporary visitors. This poses many problems for site management, notably the need to preserve a delicate balance between interpretation, conservation and the provision of visitor facilities.

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Myra Shackley is Professor of Culture Resource Management and Head of the Centre for Tourism and Visitor Management at Nottingham Trent University. Her research interests lie in the management of cultural and wildlife tourism, particularly in relation to Protected Areas and World Heritage Sites. She has published eleven previous books, of which the last was 'Wildlife Tourism' (International Thompson Business Press, 1996) and has extensive research and consultancy interests within the field of visitor management.

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